



## INFORMATION DISCLOSURE CITATION

Docket Number

99-077

Serial Number

09/538,805

Applicants

WALKER et al.

Filing Date

March 30, 2000

Group Art Unit

3627

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIAT E
ME	A	3,754,630	08/28/73	Gilker	194	4	
	B	3,837,455	09/24/74	Hurt	194	4R	
	C	3,882,982	05/13/75	Smith	194	4C	
	D	3,938,638	02/17/76	Moule	194	4C	
	E	3,978,959	09/7/76	Muellner	194	4R	
	F	4,554,446	11/19/85	Murphy et al.	235	487	
	G	4,567,609	01/28/86	Metcalf	382	9	
	H	4,817,166	03/28/89	Gonzalez et al.	382	1	
	I	4,833,609	05/23/89	Grulke, Jr.	364	405	
	J	4,878,248	10/31/89	Shyu et al.	382	9	
V	K	4,908,761	03/13/90	Tai	364	401	

## FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	Translation	
							Yes	No
ME	L	EP 0 025 754 A1 /	03/25/81	Europe				
ME	M	WO 96/29668 /	09/26/96	PCT				

## OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

ME	N	Brochure: "Reaching Out In New Directions", First Data Corp. Merchant Services, undated.					
----	---	--	--	--	--	--	--

EXAMINER

*Michael Laff*

DATE CONSIDERED:

7/27/05

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

20050328

<b>INFORMATION DISCLOSURE CITATION</b>				Docket Number 99-077		Serial Number 09/538,805	
				Applicants WALKER et al.			
				Filing Date March 30, 2000		Group Art Unit 3627	

  

U.S. PATENT DOCUMENTS							
EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
MC	O	4,982,346	01/1/91	Girouard et al.	364	550	
	P	5,081,685	01/14/92	Jones, III et al.	382	1	
	Q	5,136,658	08/4/92	Mori	382	1	
	R	5,173,851	12/22/92	Off et al.	364	401	
	S	5,185,695	02/09/93	Pruchnicki	364	401	
	T	5,256,863	10/26/93	Ferguson et al.	235	383	
	U	5,297,026	03/22/94	Hoffman	364	408	
	V	5,315,664	05/24/94	Kumagai	382	1	
	W	5,321,243	06/14/94	Groves et al.	235	449	
	X	5,327,508	07/05/94	Deaton et al.	382	7	
✓	Y	5,331,544	07/19/94	Lu et al.	364	401	

  

FOREIGN PATENT DOCUMENTS								
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No
MC	Z	WO 97/23838 /	07/3/97	PCT				
MC	AA	WO 99/11006 /	03/04/99	PCT				

  

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)	
MC	BB Bagot, Brian, "Brand Report: Service Please", August 1990, Marketing & Media Decisions, pp. 79-83, ISSN: 0195-4296.

  

EXAMINER <i>Michael Cuff</i>	DATE CONSIDERED: 7/27/05
---------------------------------	--------------------------

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<b>INFORMATION DISCLOSURE CITATION</b>	<b>Docket Number</b>	99-077	<b>Serial Number</b>	09/538,805
	<b>Applicants</b>			
	WALKER et al.			
	<b>Filing Date</b>	March 30, 2000	<b>Group Art Unit</b>	3627

**U.S. PATENT DOCUMENTS**

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIAT E
ME	CC	5,380,991	01/10/95	Valencia et al.	235	383	
	DD	5,388,165	02/07/95	Deaton et al.	382	7	
	EE	5,434,394	07/18/95	Roach et al.	235	375	
	FF	5,459,306	10/17/95	Stein et al.			
	GG	5,481,094	01/02/96	Suda			
	HH	5,515,270	05/07/96	Weinblatt			
	II	5,521,364	05/28/96	Kimura et al.			
	JJ	5,537,314	07/16/96	Kanter			
	KK	5,612,868	03/18/97	Off et al.	364	214	
	LL	5,636,346	06/03/97	Saxe	395	201	
✓	MM	5,644,723	07/01/97	Deaton et al.	395	214	

**FOREIGN PATENT DOCUMENTS**

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	Translation	
							Yes	No
ME	NN	WO 98/28699 1	07/2/98	PCT				
ME	OO	WO 00/39723 A3 ✓	07/6/00	PCT				

**OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)**

ME	PP	Casper, Carol, "Restaurants seek loyal customers.", Information Access Company, a Thomson Corporation Company, Cowles Business Media Inc. Direct, May 1994, Vol. 6, No. 5, Pg. 18, ISSN: 1046-4174.
----	----	---

<b>EXAMINER</b>	<i>Michael Coff</i>	<b>DATE CONSIDERED:</b>	<i>7/27/05</i>
-----------------	---------------------	-------------------------	----------------

**EXAMINER:** Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<b>INFORMATION DISCLOSURE CITATION</b>				Docket Number		Serial Number	
				99-077		09/538,805	
				Applicants			
				WALKER et al.			
				Filing Date		Group Art Unit	
				March 30, 2000		3627	

  

U.S. PATENT DOCUMENTS							
EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIAT E
<i>ME</i>	QQ	5,675,662	10/07/97	Deaton et al.	382	137	
	RR	5,684,965	11/04/97	Pickering	395	234	
	SS	5,687,322	11/11/97	Deaton et al.	395	214	
	TT	5,689,100	11/18/97	Carrithers et al.	235	380	
	UU	5,710,557	01/20/98	Schuette	340	932.2	
	VV	5,710,886	01/20/98	Christensen et al.	395	214	
	WW	5,717,898	02/10/98	Tozzoli et al.	705	37	
	XX	5,745,052	04/28/98	Matsuyama et al.	340	932.2	
	YY	5,758,328	05/26/98	Giovannoli	705	26	
	ZZ	5,774,868	06/30/98	Cragun et al.	705	10	
<i>Y</i>	AAA	5,774,870	06/30/98	Storey	705	14	

  

FOREIGN PATENT DOCUMENTS								
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	Translation	
							Yes	No

  

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)	
<i>ME</i>	BBB Zimmerman, Denise, "Food Lion Launches Frequent Shopper Plan", Supermarket News, January 30, 1995, Vol. 45, No. 5, at Pg. 17.
EXAMINER	<i>Michael Caff</i>
DATE CONSIDERED: 7/27/05	

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<b>INFORMATION DISCLOSURE CITATION</b>	Docket Number	99-077	Serial Number	09/538,805
	Applicants			
	WALKER et al.			
	Filing Date	March 30, 2000	Group Art Unit	3627

**U.S. PATENT DOCUMENTS**

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIAT E
<i>mc</i>	CCC	5,970,469	10/19/99	Scroggie et al.	705	14	
	DDD	6,128,599	10/03/00	Walker et al.	705	14	
	EEE	5,794,396	10/26/99	Anderson et al.	705	10	
	FFF	5,999,914	12/07/99	Blinn et al.	705	26	
	GGG	6,012,039	01/04/00	Hoffman et al.	705	14	
	HHH	6,014,634	01/11/00	Scroggie et al.	705	14	
	III	6,029,153	02/22/00	Bauchner et al.	705	42	
	JJJ	6,055,513	04/25/00	Katz et al.	705	26	
	KKK	6,073,112	06/06/00	Geerlings	705	14	
<i>Y</i>	LLL	6,078,897	06/20/00	Rubin et al.	705	14	

**FOREIGN PATENT DOCUMENTS**

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	Translation	
							Yes	No

**OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)**

<i>mc</i>	MMM	"Brazilian companies sell by affinity card", Lafferty Publications Ltd., Insurance Industry International, February 1995, No. 32 at Pg. 6.
EXAMINER		DATE CONSIDERED: <i>7/27/05</i>
<b>EXAMINER:</b> Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.		

<b>INFORMATION DISCLOSURE CITATION</b>		<b>Docket Number</b>	99-077	<b>Serial Number</b>	09/538,805
		<b>Applicants</b>			
		WALKER et al.			
		<b>Filing Date</b>	March 30, 2000	<b>Group Art Unit</b>	3627
<b>OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)</b>					
ME	NNN	"Stop & Shop Debuts Mastercard", Information Access Company, a Thomson Corporation Company IAC (SM), Newsletter Database (TM) Lebhar-Friedman Inc., October 23, 1995, No. 44, Vol. 2.			
	OOO	Marriott, Anne, "A credit deal - or not?; Co-branded cards' offer raise takers, debts", The Washington Times, July 17, 1996, Section: Part B, Business at Pg. B7.			
	PPP	Cross, Richard and Smith, Janet, "The Customer Value Chain", American Demographics, Inc., Marketing Tools, January/February 1997, Section: Database/Direct at Pg. 14.			
	QQQ	Bradford, Stacey L., "Food Lion: King of the jungle?", Financial World, January 21, 1997, CODEN: FIWOAR, Vol. 166, No. 1, Pg. 24, ISSN: 0015-2064, JRNL Code: Two.			
	RRR	Purpura, Linda, "Green Hills Farms finding gold in frequent-shopper cards.", Information Access Company, a Thomson Corporation Company, Capital Cities Media Inc., Supermarket News, February 24, 1997, No. 8, Vol. 47, Pg. 19, ISSN: 0039-5803.			
	SSS	Fickenscher, Lisa, "Merchant: American Express Seeks to Mine Its Data on Cardholder Spending Patterns", The American Banker, March 24, 1997, Section: Credit/Debit/ATMS, Pg. 20.			
	TTT	Gilligan, Gregory J., "Ukrop's Branches Into Finance; For The Chain's CEO, This Was A Deal That Was Too Good To Miss", The Richmond Times Dispatch, April 27, 1997, Section: Business at Pg. E-1.			
	UUU	Bowie, Liz, "Food Lion looks toward Baltimore; Area a 'growth market' to chain; 20-25 stores may come, sources say; Company keeping quiet; No-frills retailer poses competition for region leader Giant", The Baltimore Sun, April 28, 1997, Section: Business at Pg. 11C.			
	VVV	Stoneback, Diane, "It's In The Cards; Supermarkets Deal Savings To Their Best Shoppers", The Morning Call (Allentown), June 18, 1997, Section: A.M. Magazine at Pg. D1.			
↓	WWW	"A&P/Dominion Joins Air Miles (R) Reward Program", Canada NewsWire, August 21, 1997, Financial News Section.			
<b>EXAMINER</b>		<i>Michael Caff</i>		<b>DATE CONSIDERED:</b> 7/27/05	
<b>EXAMINER:</b> Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.					

<b>INFORMATION DISCLOSURE CITATION</b>		<b>Docket Number</b> 99-077	<b>Serial Number</b> 09/538,805
		<b>Applicants</b> WALKER et al.	
		<b>Filing Date</b> March 30, 2000	<b>Group Art Unit</b> 3627
<b>OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)</b>			
ML	XXX	Purpura, Linda, "The great equalizer: when it comes to customer-loyalty programs, quick reactions to incoming data give independent retailers a competitive advantage.", Information Access Company, a Thomson Corporation Company, Capital Cities Media Inc., Supermarket News, September 1, 1997, No. 35, Vol. 47, Pg. 17, ISSN: 0039-5803.	
	YYY	Appel, Ted, "Smart Coupons Customers Save Big, Stores Track Spending With Discount Cards", The Press Democrat, October 5, 1997 at Pg. E.1.	
	ZZZ	Blackwell, Richard, "Get Club Z points for shopping CIBC", The Financial Post, October 9, 1997, Section: Section 1, News at Pg. 17.	
	AAAA	Bird, Anat, "Super Community Banking: Sharpen Strategy to Keep Your Bank's Most Profitable Customers for Long Haul", The American Banker, December 3, 1997, Section: Community Banking at Pg. 4.	
	BBBB	"Here Come the Canadian Marketers", Faulker & Gray, a division of Thomson Information Services, Inc. a New York corporation, January 1998, Section: Card Watch.	
	CCCC	Smith, Rebecca, "Buy More, Pay Less; Frequent Shopper Programs Promise A Brave New World In Grocery Buying", Pittsburgh Post-Gazette, January 19, 1998, Section: Business, Pg. E-1.	
	DDDD	"CIBC Club Z* VISA Card", ( <a href="http://www.cibc.com/products/visa/VisaClubZ.htm">http //www cibc com/products/visa/VisaClubZ htm</a> ), download date: February 1, 1998.	
	EEEE	"Club Z - Your Rewards On-Line", ( <a href="http://www.hbc.com/clubz/default.asp">http //www hbc com/clubz/default asp</a> ), download date, February 1, 1998.	
	FFFF.	"Frequent Shopper Programs Are Used By 14% Of All Supermarkets", ( <a href="http://www.retailtech.com/archive/frequent.htm">http //www retailtech com/archive/frequent htm</a> ), download date: February 1, 1998.	
✓	GGGG	"Turbocharging Your Customer-Loyalty Programs", ( <a href="http://www.retailtech.com/archive/turbocha.htm">http //www retailtech com/archive/turbocha.htm</a> ), download date: February 1, 1998.	
<b>EXAMINER</b>		<b>DATE CONSIDERED:</b>	
Michael Caff		7/27/05	
<b>EXAMINER:</b> Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.			

<b>INFORMATION DISCLOSURE CITATION</b>		<b>Docket Number</b>	<b>Serial Number</b>
		99-077	09/538,805
		<b>Applicants</b>	
		WALKER et al.	
		<b>Filing Date</b>	<b>Group Art Unit</b>
		March 30, 2000	3627
<b>OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)</b>			
MR	HHHH	Amato-McCoy, Deena, "Co-Branded Acme Credit Card Rewards Loyal Users", Information Access Company, a Thomson Corporation Company IAC (SM) PROMT (R), Capital Cities Media Inc., Supermarket News, June 15, 1998, Pg. 17, ISSN: 0039-5803.	
↓	IIII	"Acme Markets, U.S. Bancorp Debut Visa Rewards Card", Phillips Business Information, Inc., CARD NEWS, June 22, 1998, Vol. 13, No. 12.	
↓	JJJJ	Website, "American Express Home Page", ( <a href="http://www.americanexpress.com/">http //www americanexpress com/</a> ), download date: December 30, 1998.	
↓	KKKK	PCT International Search Report for Application No. PCT/US99/27709, dated October 18, 2000.	
<b>EXAMINER</b>		<b>DATE CONSIDERED:</b>	
Michael Hoff		7/27/05	
<b>EXAMINER:</b> Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.			